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## GIMBEL BROTHERS ANNOUNCE THE JANUARY CLEARANCE SALE

### Final Reductions on All Our Suits, Dresses & Coats for Women

At Gimbel's, when the end of the season arrives, that chapter in the history of the House of Fashions must be closed absolutely. To accomplish this it requires a drastic mark-down of prices, because we carry such large stocks during the season. Even if a gown or wrap is an original model from a famous Parisian dressmaker, or if it is one of our exclusive REPRODUCTIONS or ADAPTATIONS, it must go in this clearance, because it is a part of this season.

Although we shall dispose of  
Tailored Suits at \$10, \$15, \$25; Were \$22.50 to \$50  
we invite particular attention to our finer collections, which include original models from Bernard, Poiret, Drecoll, Paquin and Doucet, also reproductions.

#### Women's Tailored Suits

\$35, were \$47.50 to \$55 \$65, were \$80 to \$110  
\$45, were \$57.50 to \$75 \$72.50, were \$115 to \$350  
Majority of these Suits are of zibeline, cheviot, velvet de laine, serge, chiffon, broadcloth, corduroy and velvet, in gray, brown, tan, moss green, wistaria, navy blue and black. Sizes 32 to 33 included.

#### Women's Afternoon and Evening Gowns

\$32.50, were \$50 \$65, were \$82.50 to \$110  
\$37.50, were \$55 to \$75 \$85, were \$115 to \$250  
\$45, were \$65 to \$80 \$125, were \$185 to \$350

Many of these are original models by Paquin, Drecoll, Bernard, Martial et Armand and other famous dressmakers; others are exclusive Gimbel reproductions of Parisian models.  
Superb and dainty creations of chiffon, crepe de chine, charmeuse, brocaded chiffon and velvet—encrusted with iridescent and crystal beads; also rich embroidered. And every gown is a beautiful color symphony!

Women's Dresses, \$15, \$19.50 and \$25; Were \$30 to \$45  
Dresses of velvet, serge, crepe meteor and chiffon.  
Imported Lingerie Dresses, \$37.50, \$55, \$65 and \$72.50; Were \$65 to \$185

Women's Coats, \$9.75, \$11.75, \$15 to \$62.50, Were \$22.50 to \$150

These Coats of fine wools, in mixed and two-toned combinations—including some imported models.  
Broadcloth Coats \$19.50, \$25 up to \$37.50, were \$34.50 to \$55.  
Velvet and Velour Coats—some fur-trimmed—\$15, \$23, \$29.50, \$35 up to \$190, were \$24.50 to \$295.

Evening Wraps, \$16.50, \$24.50, \$28.50 up to \$67.50.  
Were \$22.50 to \$85

Also every imported model will be sold at less than cost. Third Floor.

### Gilt Edged Investments in This Sale of Carefully Selected Furs

Investing several hundred dollars in one of these fur coats is even more secure than the purchase of gilt-edge bonds, because you will have the coat in your possession and you will also have our guarantee, which will insure its durability. However, you need not expend several hundred dollars—probably only \$37.50 for a ponyskin coat or \$25 for a set of wolf—for every fur in this sale represents economies of anywhere from 20 to 33-1/3 per cent.

Coat of choice Broadtail, by Francis, \$350, was \$1,000.  
Fur Coat Lamb Coat, 40 inch length, with collar and cuffs of sable-dyed marten, \$395, was \$495.  
Sable-dyed squirrel and salmon brocade reversible Wrap, \$875, was \$500.  
Moleskin Coat, by Bernard, trimmed with mole dyed fox, \$550, was \$750.  
HUDSON SEAL COATS (French-dyed muskrat), \$150, \$175, \$195, \$250, were \$195 to \$325.  
PERSIAN LAMB COATS, \$160, \$175, \$195, \$250 and \$275, were \$225 to \$400.  
ARCTIC SEAL COATS (French-dyed Coney), \$65, \$75, \$95, \$125, \$150, \$175, were \$95 to \$250.  
CARACUL COATS, \$57.50, \$65, \$75, \$95, \$150, \$175, \$250, were \$85 to \$225.  
PONYSKIN COATS, \$37.50, \$50, \$65, \$75, \$95, \$150, were \$65 to \$195.  
NATURAL PONYSKIN COATS, \$75, \$97.50, \$135, \$150, were \$95 to \$185.  
MOTORING COATS, of fur, also of tweed or broadcloth lined with fur, \$29.50 to \$145, were \$34 to \$195.

Among Scarfs and Muffs of Luxurious Furs:  
A set of Natural Fisher, with muff cleverly designed of three skins and scarf of two skins, \$250, was \$375.  
A set of Royal Ermine, lined with black velvet, \$925, was \$475. Also scarfs at \$19.50 and muffs at \$45.  
A beautiful set of Natural Cross Fox at \$125, was \$175.  
Moleskin Scarfs and Muffs, \$25 each, were \$37.50.  
Scarfs of Skunk at \$29.50 each, were \$37.50; Muffs at \$30, were \$60.  
Black Fox Scarfs or Muffs at \$15 each, were \$19.50 to \$25. Others at \$29.50 and \$37.50 that were \$37.50 and \$55. Third Floor.

### Fine Imported Blouses at Fractions of Original Prices

If we were not making ready for inventory, and if sizes were not broken, there would be no reason for lessening prices to such a drastic degree. However, this brings opportunity to the women who have long desired blouses that were real masterpieces of needlework and hand-embroidery, for they now can procure such blouses for practically less than cost prices.

\$8.75 to \$16.75 Blouses at \$3.95 and \$5  
\$10.75 to \$22.75 Blouses at \$6.95 and \$8.95  
\$22.75 to \$45.00 Blouses at \$10.75 and \$14.75  
\$35.00 to \$67.50 Blouses at \$18.75 and \$29.50  
Third Floor.

\$2 to \$3 Bordered Silks and Satins, \$1.25 Yard  
Handsome silks in designs suitable for street and evening wear, on grounds of various colors; especially suitable for Spring costumes. 42 to 43 inches wide. Also

\$1.50 Black Chiffon Taffeta, \$1 Yard  
A famous Swiss make, 35 1/2 inches wide; rich quality. Second Floor.

### Introducing Our Reorganized Dyeing and Cleaning Service

All of the resources of a thoroughly equipped factory have been requisitioned to make the new Gimbel Service the best in New York. In introducing our new facilities we announce the following schedule of prices:

For This Introductory Week Only  
Any Waist cleaned.....\$1.00 Any Woman's Coat Suit cleaned or dyed.....\$5.00  
Any Waist dyed—any color.....\$1.25 Any Man's Overcoat or Suit cleaned or dyed.....\$2.00  
Any Skirt cleaned or dyed.....\$1.50 Any Baby Coat cleaned or dyed.....\$1.50  
Any Evening Gown cleaned or dyed.....\$3.00 Men's Vests dry cleaned.....45c

GLOVES CLEANED—All Lengths—5c a Pair  
Balcony Telephone 8200 Madison Square, Extension 124.

"To keep the New Store NEW" was our reason a year ago, and the same object impels the price-reductions that have been prepared for Tomorrow. You'll find hundreds of groups of splendid merchandise that you will be delighted to share, at the remarkably low prices that rule in this January Clearance event.

### Many Thousand Dress Goods Remnants, 50c Yard for \$1 to \$2.50 Qualities in our Semi-Annual Sale

Twice a year we make a great clearance at a single fixed price of all the lengths of dress goods that have accumulated in a busy season's selling. This price is 50c, and for it women can buy tomorrow dress goods of every weave in the calendar, and in the whole range of colorings, as well as black, that have been \$1, \$1.50, \$2 and even \$2.50 in our stock. Widths are 42 to 54 inches, and lengths run from 2 to 7 yards.

A partial list:  
Cashmere de Soie Henriettes Grenadines Novelty Plaids Panama Cloths  
Crepe de Paris Silk Voiles Poplins Cheviots Tussah Royal  
Whipcords Shepherd Checks Canvas Weaves Storm Serge Cheviot Diagonal  
Unfinished Worsteds Basket Suitings Wool Voiles Etoffes  
Fruellars Serges Wool Voiles Etoffes  
Homespun Wool Suitings Cloakings Silks  
Broadcloths, plain Albatross Striped Broadcloths Paris Novelties Satin Cloths  
Mohairs Suitings

All at 50c a Yard. All at 50c a Yard  
Of course, at this extraordinarily low price many of these fine fabrics are being offered at less than actual cost to produce. Clever women will profit largely by the splendid opportunity. Second Floor.

### New Imported and American Acquisitions of Lingerie Reinforce the White Sale

From the Madeira Islands come an importation of daintily embroidered Undermuslins.

From Austria a collection of Lingerie, whose hand embroidery is quite different.

And several New York manufacturers, who have been busily making undermuslins for this sale, have just finished a large collection of lingerie, trimmed in new and charming designs.

Although to-morrow begins the third week of the White Sale, selection will be just as comprehensive and economies as advantageous as on the first day of the sale. We planned this sale for the entire month of January, and not for a day or two.

THE MADEIRA LINGERIE—Surely you are acquainted with the beautiful eyelet embroidery of the needleworkers of those little islands down in the Atlantic—because no one else has successfully copied those tiny well-rounded stitches, which are scarcely perceptible to the naked eye. But the beauty of this Lingerie does not stop in the embroidery, as every seam is flat—and the stitches are so tiny. This importation includes Chemises, Drawers, Combinations and Nightgowns. \$2 to \$15.

THE AUSTRIAN LINGERIE—If you are not acquainted with the quite fanciful, yet dainty hand-embroidered designs of this Lingerie, you can always distinguish it by its reinforced scalloped edges. The mainstock of which these Undermuslins are made is quite as dainty as is that from Madeira and France. In this collection, Chemises and Drawers. \$2 to \$4.50.

THE FRENCH LINGERIE presents a selection of over 400 styles, ranging in price from 65c for either Corset Covers or Chemises to \$1.65 for matched sets—also including Nightgowns, Long Petticoats, Combinations, Drawers and Princess Slips.

American Lingerie Also Offers Savings of 10 to 25 Per Cent

The beauty of these Undermuslins does not depend alone upon the dainty laces and embroideries, for the mainstocks and cambrics of which they are made are fine and sheer. Styles interpret many new and charming ideas, which perfect Fashion's scheme for straight lines throughout one's wardrobe—there are Petticoats with mere bands of lace around the foot, Princess Slips with pleated ruffles, and narrow Drawers that might be called Pantalottes.

More than 700 styles in American Lingerie, ranging in price from 50c for Petticoats, Drawers and Chemises, up to \$37.75 for matched sets. Second Floor.

### Tunics and Unmade Lace Blouses

Final reductions on many beautiful designs, chiefly of our own importation.

PRINCESS LACE BLOUSES, in white and black, rich patterns, in broken sizes, at \$2.25 to \$5.25 each, formerly \$3 to \$7.

IMPORTED TUNICS, embroidered in crystal beads on net and chiffon, or of dainty lace and net, at \$15, \$20, \$27.50 to \$40, formerly \$20 to \$55. Main Floor.

Laces at Clearance Prices  
Hundreds of yards of charming Laces, reprieved because of small lots or broken sets.

FANCY COTTON AND VENISE BANDINGS, Medallions and Edgings, in white and ecru, 2 to 3 inches wide, at 10c to 50c a yard, formerly 15c to 75c.

FLORINCINGS AND ALLOVERS, in novelty beaded and embroidered effects, on white and black grounds. At 75c to \$2 a yard, formerly \$1.25 to \$2.75.

FANCY COLORED EDGES AND BANDINGS, 2 to 12 inches wide, at 15c to \$5 a yard, regularly 25c to \$7.50.

Notions at Clearance Prices  
15c for 25c Perfection Shoulder Braces. 3c for 5c Spools of Basting Cotton. 10c for three 5c pairs Diamond Tip Shoe Laces.

10c for three 5c Asbestos Iron Holders. 15c for twelve 2c Spools O. N. T. Darning Cotton. 10c for three 5c papers Milward's Darning Needles.

10c for three 5c cards Savoy Safety Pins; 55c a dozen cards. 10c for three 5c papers Gimbel's "Duchess" English Pins.

15c for two 10c Folding Nickel Coat Hangers. 5c for 10c Metal Spool Holders. Main Floor.

### Men's Derbies, \$1.75

Seconds of a fine maker's 55 grades or better; recently sold by us at a higher price; in black, conventional and modish styles.

Men's Soft Hats at \$1.75 that have been \$2 and \$3.

Boys' Fur Caps at 75c, Aviation Caps at 50c, Golf Caps at 50c, and Boys' Hats at \$1.50 that all bore much higher prices. Fourth Floor.

Hosiery and Underwear  
Interesting Clearance items are gleaned from these two most important stocks.

Women's Underwear  
At 70c, from \$1.25, White Cotton Union Suits; knee or ankle lengths; low neck or high neck, with long or short sleeves; extra sizes, 90c.

At 80c, from \$1.25, White Cotton Fleece Union Suits; low neck, sleeveless, or with sleeves, or high neck, long sleeves, ankle length.

At 25c, from 35c, Swiss Lisle Vests, with crocheted yoke, low neck, sleeveless.

At \$1.95, from \$2.95, Milanese Silk Vests, in colors, with fancy embroidery.

Men's Union Suits  
At 75c, from \$1.25, Ribbed Cotton Union Suits; glove-fitting, all sizes, in ecru, for the man who cannot wear wool.

Women's Hosiery  
At 90c, from \$1.50, pure thread Silk Stockings, heavy and medium weight, black and colors.

At 70c, from \$1, Black Silk Stockings, extra long, with 6-inch silk lisle tops and reinforced lisle soles.

Men's Hosiery  
At 35c, regularly 50c to 65c, Silk Socks, medium or sheer, with lisle thread heels, toes and soles; black and fine assortment of colors. Main Floor.

### Clearance Takes Hold with a Firm Hand Among the Very Highest Grades of GIMBEL Men's Suits and Overcoats

News for the man who always likes the best there is, but prefers to pay less than full prices for it, if he can. And his name is legion. Clearance of Winter stocks of Gimbel Clothing produces these stirring opportunities:

Men's \$38, \$40, \$45 and \$48 Men's \$5, \$6 and \$7 Trousers, Suits and Overcoats at \$25 \$3.50

Without qualification, this is the best clothing in the Gimbel stock, which means that it is the best clothing to be bought anywhere ready made. Superb fabrics, all wool, with the highest regard paid to correct styles and fine tailoring. The SUITS in plain and fancy blues and blacks as well as mixtures. The OVERCOATS in dressy Oxford gray or black Chesterfields and a wonderful showing of Ulsters, Greencrocks, Raglans and other fashionable models.

Men's \$28, \$30, \$32 and \$35 Suits and Overcoats, \$17.50  
Clothing that can't be better at its full prices. Now at savings of at least one-third or more. SUITS in mixtures, also plain blue and black. OVERCOATS in many of the leading styles of the season.

Men's \$20, \$22 and \$25 Suits and Overcoats at \$14.50  
Our standard, regular grades at these prices, now emphatically reduced. Best Clothing a man can find in New York at \$25 or less. Now choose at \$14.50 for Suit or Overcoat.

Youths' \$15 and \$16.50 Winter Overcoats, \$10  
A fine group of all-wool Long Overcoats. In single or double-breasted styles, with convertible storm collars; 32 to 38 inch chest measure. Good picking.

Clearance of Men's Furnishings  
French Terry Cloth Bathrobes  
22 that were \$8.50, at \$5.  
5 that were \$12, at \$7.50.  
6 that were \$10.75, at \$10.  
17 that were \$21.50, at \$10. Fourth Floor.

Blanket Bathrobes  
16 that were \$8.50, at \$5. Fourth Floor.

Knitted Silk Dress Reefers  
At \$2.50 that were \$5 to \$7.50.  
At \$1 that were \$1.50 to \$3.50.

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## GIMBEL BROTHERS

BROADWAY NEW YORK THIRTY-THIRD ST.

### Clearing Weather for Umbrellas

Here's a fine group of Umbrellas for men and women, with heavy imported twilled silk, all-silk tafeta, or yarn dyed silk-and-linen coverings; the men's in all-black, the women's in black and colors.

\$1.95 to \$3.95, Regularly \$3 to \$6.50.

Main Floor.